



E-COMMERCE
FOR START-UPS

Co-funded by the
Erasmus+ Programme
of the European Union



2018-1-ES01-KA229-050819_4

“E-commerce for Start-ups”

SLOGAN

Presentation for ICON-kourabie slogan

What Is a Slogan

In business, a slogan is "a catchphrase or small group of words that are combined in a special way to identify a product or company,"

[according to Entrepreneur.com's small business encyclopedia.](#)

In many ways, they're like mini-mission statements.

Companies have slogans for the same reason they have logos: advertising. While logos are visual representations of a brand, slogans are audible representations of a brand. Both formats grab consumers' attention more readily than the name a company or product might. Plus, they're simpler to understand and remember.

The goal? To leave a key brand message in consumers' minds so that, if they remember nothing else from an advertisement,

they'll remember the slogan.

What Makes a Great Slogan?

***We studied on what are the components
of a successful slogan.***

An effective slogan has the following characteristics:

- ❖ ***Simple and memorable***
- ❖ ***Short and straight to the point***
- ❖ ***Reflects the identity and brand of the business***
- ❖ ***Calls out the attention of potential customers***
- ❖ ***Consistent with the business products or services***
- ❖ ***Reflects the company's goals and vision***

We also studied on successful slogans as examples/good practices

slogan

product

company

iThink, therefore iMac.	iMac	Apple
Hello. Again.	iMac	Apple
A new spin on music	iTunes	Apple
Melts in your mouth, not in your hand.	M&M's	Mars, Incorporated
Twist, Lick, Dunk	Oreo	Nabisco
Live for Now	Pepsi	PepsiCo
Summer Time is Pepsi Time	Pepsi	PepsiCo
Every Pepsi Refreshes The World	Pepsi	PepsiCo
Change The Script	Pepsi	PepsiCo
Life Companion	Samsung Galaxy S4	Samsung
Designed for Humans (Inspired by Nature)	Samsung Galaxy S III	Samsung
Life Begins Here	Coca-Cola	The Coca-Cola Company
Twist The Cap To Refreshment	Coca-Cola	The Coca-Cola Company
Real taste. Uplifting refreshment	Coca-Cola	The Coca-Cola Company
Always Coca-Cola	Coca-Cola	The Coca-Cola Company
What you want is a Coke.	Coca-Cola	The Coca-Cola Company
Have a fling with a Creme Egg	Cadbury Creme Egg	The Hershey Company
It's Goo Time	Cadbury Creme Egg	The Hershey Company
Going For Gold	Cadbury Creme Egg	The Hershey Company

Then more than
a hundred slogans
were created
by our students
like the following

Obey Your Icon kourabie.

Icon kourabie evolution.

Just Do Icon kourabie.

Follow your Icon kourabie.

Icon kourabie the only way to fly.

Icon kourabie for you!

Icon kourabie, not that other crap.

Today's Icon kourabie, Since 1903.

Icon kourabie for president.

Icon kourabie - The Revolution.

They're Waffly Icon kourabie.

It's Good To Talk Icon kourabie.

The Good Icon kourabie Kids Go For.

Step Into The Icon kourabie.

Don't leave your Icon kourabie at home.

Icon kourabie, there's no better way.

All you need is Icon kourabie.

Don't Hold Icon kourabie Back.

You don't want Icon kourabie as your enemy!

You Deserve A Icon kourabie Today.

Let Your Icon kourabie Do The Walking.

God made Icon kourabie.

For The Icon kourabie You Don't Yet Know.

I'd sleep with Icon kourabie.

Two Hours of Icon kourabie in Just Two
Calories.

Icon kourabie on the outside, tasty on the
inside.

Icon kourabie is scrumdelious!

Icon kourabie wins again.

Look For The Icon kourabie Label.

Is It Live, Or Is It Icon kourabie?

Don't Forget The Icon kourabie, Mum.

Take Two Bottles into the Icon kourabie?

Icon kourabie, you'll love it!

Inspired by Icon kourabie.

If You Want To Get Ahead, Get A Icon
kourabie.

To Our Members, We're The Fourth Icon



Icon kourabie innovate your world.



Do it with Icon kourabie.

It's a Lot Less Icon kourabie Than a Hover.

The Icon kourabie For All Ages.

My Icon kourabie, your Icon kourabie, Icon kourabie for all!


Oh my gods, it's a Icon kourabie.

Icon kourabie - It Looks Good on You.

Sometimes You Feel Like a Icon kourabie,
Sometimes You Don't.

Get In My Icon kourabie.

Budee budee, that's all Icon kourabie.



The Icon kourabie of your Life.

The Icon kourabie man.

Icon kourabie with the Less Fattening
Centres.

Life Should Taste As Good As Icon kourabie.

I Was a Icon kourabie Weakling.

Say It With Icon kourabie.

Good To The Last Icon kourabie.

I found me Icon kourabie.

Is Icon kourabie In You?

The Spirit of Icon kourabie.

Icon kourabie chews 'em up and spits 'em out.

Simply the best Icon kourabie.

Always After Me Icon kourabie.

I Love What You Do For Icon kourabie.

Icon kourabie can do.

Our Icon kourabie will give you softer skin.

You can't beat Icon kourabie.

Get the new Icon kourabie.

I'm Cuckoo For Icon kourabie.

The Icon kourabie Goes Straight to your Head.

They're Yummy For Your Icon kourabie.

Stimulation for Body and Icon kourabie.



Play Icon kourabie, start living.

There's Only One Icon kourabie.

Feel it - Icon kourabie!

If You Like A Lot of Chocolate on Your Icon kourabie, Join Our Club.

Icon kourabie, fun for the whole family.

You're in Good Hands with Icon kourabie.

A Finger of Icon kourabie is Just Enough to Give Your Kids a Treat.

Truly Icon kourabie.

Race for the Icon kourabie.

He Who Thinks Icon kourabie Drinks Icon kourabie.

Icon kourabie puts the rest to shame.

Icon kourabie heads above the rest.

The Real Smell of Icon kourabie.

Recommended By Dr. Icon kourabie.

There's Always Room For Icon kourabie.

Icon kourabie, the best you can get!

Icon kourabie 100% guaranteed or your money back.

Simply Icon kourabie!



Icon kourabie is better than chocolate.

Get more from life with Icon kourabie.

Only a Fool Breaks the Icon kourabie.

Icon kourabie... the meaning of life..



Every Kiss Begins With Icon kourabie.

You Can Be Sure of Icon kourabie.

Icon kourabie, in touch with tomorrow.

Icon kourabie just what you needed.

Like Icon kourabie. Like Never Before.

Icon kourabie, good.

The Sweet You Can Eat Between Meals Without Ruining Your Icon kourabie.

Nothing Works Better Than a Icon kourabie.

Plop, Plop, Fizz, Fizz, Oh, What a Icon kourabie it is!

When You've Got Icon kourabie, Flaunt It.

We Do Icon kourabie Right.

Icon kourabie, it's as simple as that!

The world waits for Icon kourabie.

Funky Icon kourabie.

Icon kourabie gives it really good.

151 Countries, One Icon kourabie.

We Want To Be Smiths Icon kourabie.

The Icon kourabie universe.

Review the facts Icon kourabie is the best.

Icon kourabie eats the competition.

Icon kourabie, you know you want it.

Good Icon kourabie Has Danish Written All Over It.

Solutions For a Small Icon kourabie.

Icon kourabie - spice up your life.

Your Flexible Icon kourabie.

Live Icon kourabie.



Time for a Sharp Icon kourabie.

***Finally after long discussion
it was voted and decided that
our slogan will be***

Live ICON-kourabie



Thanks for your time!